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# Marketing Overview Report

December 2025

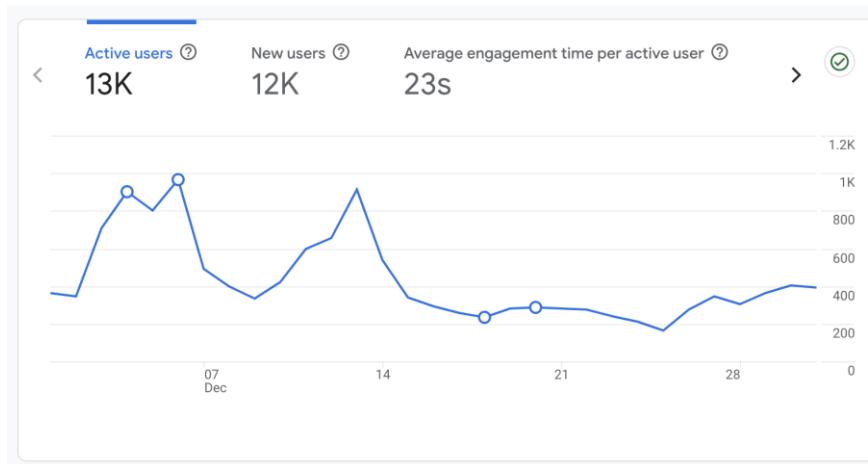
Prepared by:

**e|levate**  
public relations & marketing

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## Website Traffic

December 2025



Top queries	↓ Clicks	Impressions
roseville ice skating	333	1,561
ice skating roseville	237	1,481
downtown roseville ice rink	208	476
roseville ice rink	182	887
roseville christmas parade 2025	151	823
downtown roseville events	147	251
roseville tree lighting 2025	141	934
roseville ice skating rink	117	421
downtown roseville	101	723
roseville christmas parade	91	381

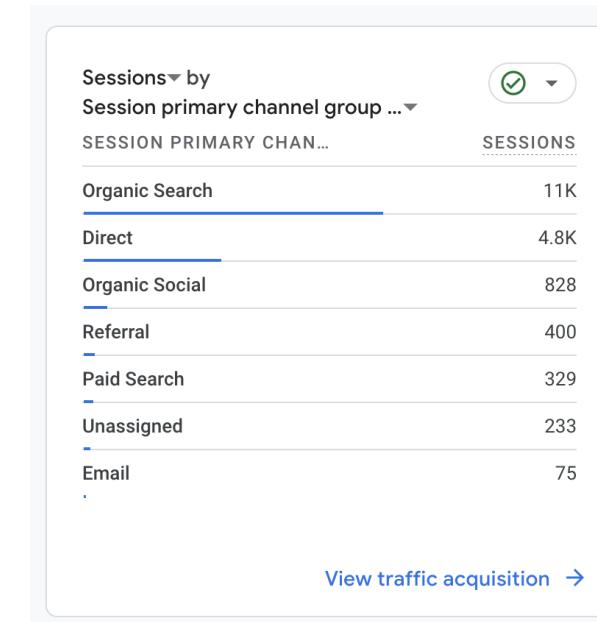
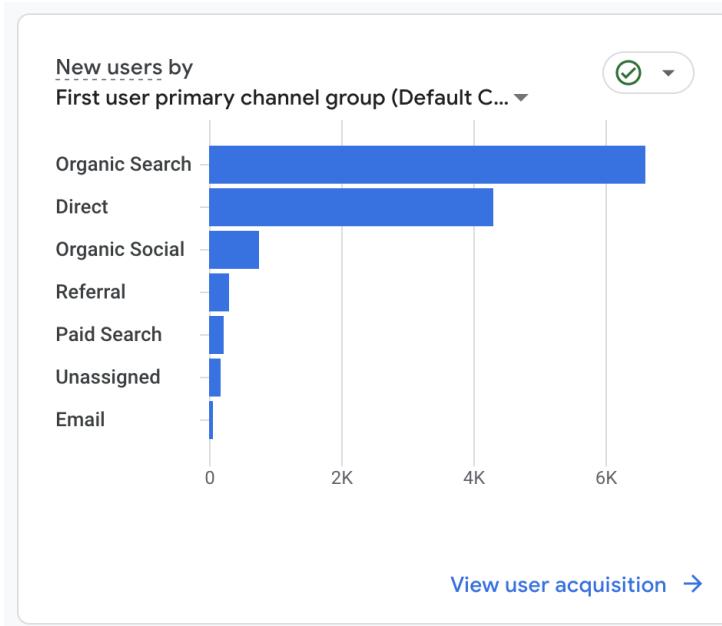
## Traffic Notes

- This period had **13K** users and **12K** new users, which was a **74.3% increase** compared to the previous year (**7.3K users**).
- Compared to the previous month, users went up **+57.5%** (from **8.1K** to **13K** users and new users **+59%** (**7.8K** to **13K**)).
- The **Calendar** page had the greatest amount of traffic at **2,657 views**. The **Downtown Roseville Ice Rink** continued to attract traffic, with **around 6,700 views** total for the period.
- **Organic traffic** sources accounted for the most traffic this month at **60.49% of sessions** (**10,502** of **17,361 sessions**). **27.76%** was **Direct Traffic**.
- **5/10** of the top 10 searches were about the **ice rink**, for a total of around **1,500 organic views**.

## Website Traffic

December 2025

### Acquisition Sources



# Website Updates

December 2025

## Website Updates – Home Page Slider

### Blog Article Feature (Warm & Hearty Flavors)



### Gingerbread Houses



### Winter Night Market



### Vinyl Record Fair



### Santa Hustle



### NYE Daniello's



### NYE Goose Port



### NYE Goldfield Trading Post



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

# Website Updates

December 2025

## December Blog

The December blog “**The Warm & Hearty Flavors of Winter**” was published on **December 11th**.

It has a total of **95 pageviews** as of the day of this report (**January 21st**).

- **33.68%** of pageviews came from News Break App
- **26.3%** of pageviews came from social media
- **22.1%** of pageviews came from the newsletter
- **11.07%** of pageviews came from organic search

[Home](#) / Posts

## The Warm & Hearty Flavors of Winter

Last Updated 12/11/2025 • Posted in [Information](#), [Businesses](#), & [Events](#)



Winter brings a special kind of comfort, inviting us to slow down and savor the warm, wintry flavors of the season. From rich drinks that chase away the chill to freshly baked treats and spices that wrap you in coziness, winter food turns even the coldest days into simple moments of joy. With steaming mugs in hand and comforting aromas filling the air, the best part of winter is often found in its taste.

### Hot Soups at Taqueria Los Cantaritos

Nothing warms from within like a soup. With 8 soups to choose from, **Taqueria Los Cantaritos** is quite literally soup central. Try Menudo, a traditional Mexican soup made of cow stomach and a variety of aromatic spices.

December 2025

## December Eblast Highlights



### December 2025 Newsletter

**Open Rate: 42.1%**

**Click Rate: 4.2%**

### Entertainment/Events Industry

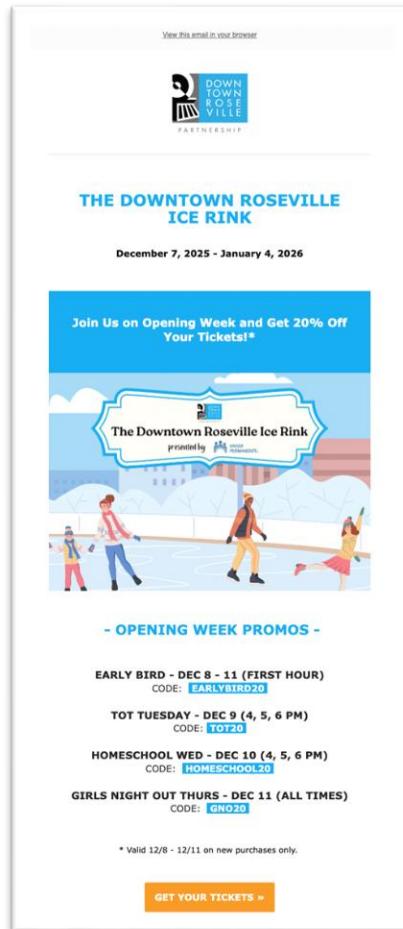
**Average Open Rate: 20.41%**

**Average Click Rate: 2.19%**

**Contacts: 2,110 (for December 2025)**

December 2025

## December Eblast Highlights



### Ice Rink Week #1 Promos

**Open Rate: 41.1%**

**Click Rate: 2.1%**

### Entertainment/Events Industry

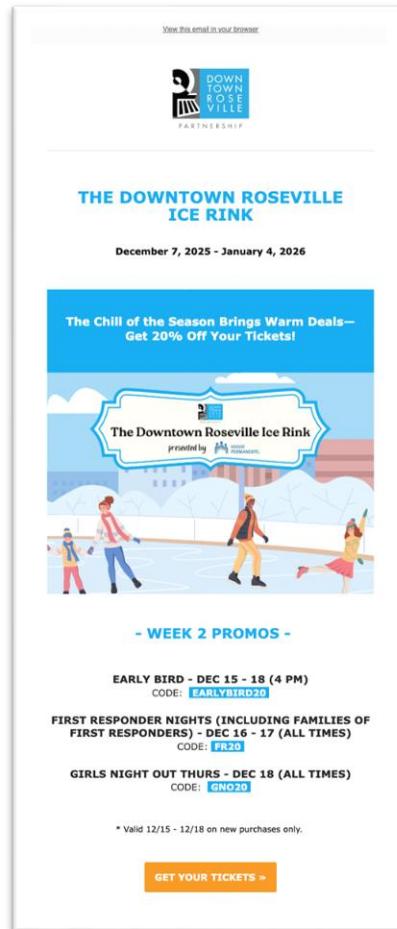
**Average Open Rate: 20.41%**

**Average Click Rate: 2.19%**

**Contacts: 2,110 (for December 2025)**

December 2025

## December Eblast Highlights



**Ice Rink Week #2 Promos**  
**Open Rate: 39.8%**  
**Click Rate: 0.83%**

## Entertainment/Events Industry

**Average Open Rate: 20.41%**  
**Average Click Rate: 2.19%**  
**Contacts: 2,110 (for December 2025)**

## December 2025



Posts

Previous month: 26

26



Posts

Previous month: 28

27



Posts

Previous month: 25

23



Followers

32,809 Previous month: 32,621  
Increase: 0.5%



Followers

7,730 Previous month: 7,317  
Increase: 3.7%



Followers

597 Previous month: 590  
Increase: 1.2%



Interactions

Previous month: 2,019 2,371  
Increase: 12.6%



Interactions

Previous month: 2,545 2,142  
Decrease: 16.6%



Interactions

Previous month: 15 5  
Decrease: 66%



Reach

180,509 Previous month: 140,342  
Increase: 24%



## Highlights - Most Engagement

December 2025

Go Downtown Roseville is at Vernon Street ...  
Town Square.

Published by Geneveve Lynn · December 11, 2025 · Roseville, CA

The 3rd Annual Winter Night Market hosted by **TBG Events** is back at Vernon Street Town Square this Saturday, Dec. 13! 🎄💡... See more



Boost this post to get more reach for Go Downtown Roseville.

298 likes, 11 comments, 59 shares

[Boost](#)

Go Downtown Roseville is with **Kaiser Permanente** and **Roseville Parks, Recreation, & Events** at Vernon Street Town Square.

Published by Geneveve Lynn · December 9, 2025 · Roseville, CA

The **Downtown Roseville Ice Rink Presented by Kaiser Permanente** is officially OPEN now through January 4!  
... See more



Boost this post to get more reach for Go Downtown Roseville.

304 likes, 25 comments, 31 shares

[Boost](#)



Okay, signs going up.  
Go Downtown Roseville

Go Downtown Roseville · Original audio

The **Downtown Roseville Ice Rink** presented by **@kaiserpermanente** opens TOMORROW! 🎉

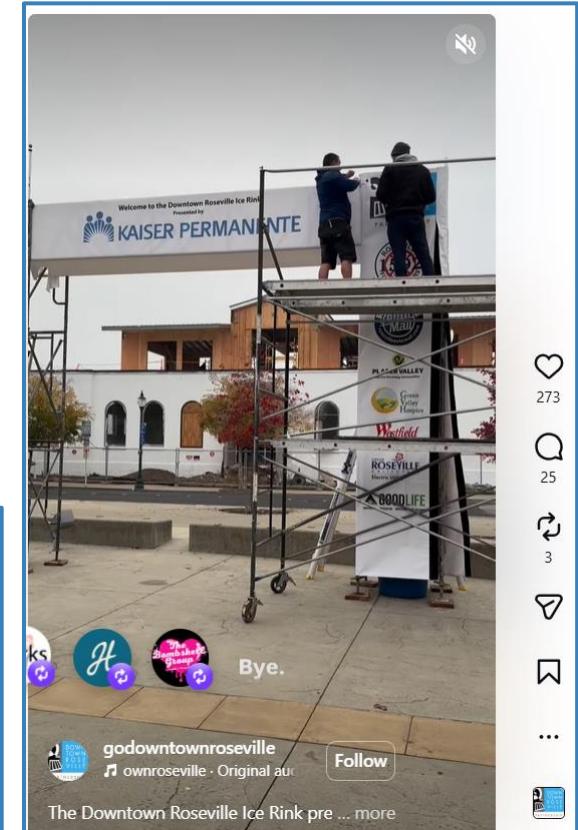
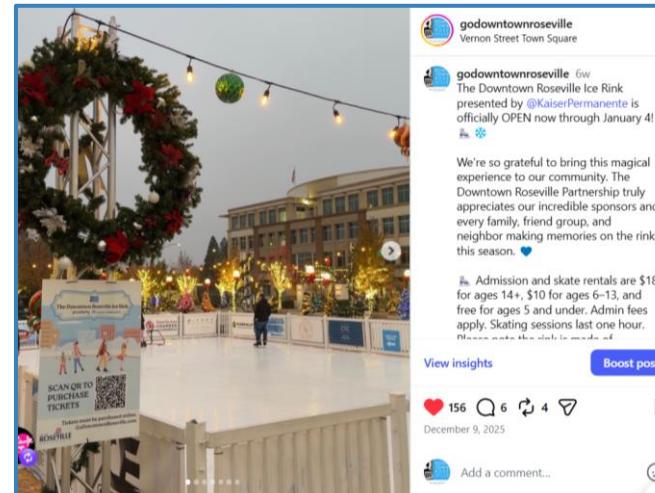
... See more

146 likes, 23 comments, 9 shares

[Like](#) [Comment](#) [Share](#) [More](#)

## Highlights - Most Engagement

December 2025



## Highlights - Most Engagement

December 2025

Go Downtown Roseville  
@GoDowntownRsvl

Downtown Roseville brewery @themonkscellar just scored a rare international win at the Brussels Beer Challenge—only the 2nd non-Belgian brewery ever to place! 🍺🌍 Congratulations, Monk's!




12:00 PM · Dec 26, 2025 · 105 Views

[View post engagements](#)

1 2 1

Go Downtown Roseville  
@GoDowntownRsvl

Merry Christmas & Happy Holidays from the Downtown Roseville Partnership! 🎅 Wishing everyone a joyful holiday and a successful new year! 🌟



8:00 AM · Dec 25, 2025 · 27 Views

[View post engagements](#)

1 1 1

Go Downtown Roseville  
@GoDowntownRsvl

Grab your friends and rack 'em up! The last Tuesday Pool Tournament of the year at The Trax Roseville kicks off at 6:30 p.m. on Dec. 30. All skill levels welcome!



4:12 PM · Dec 30, 2025 · 33 Views

[View post engagements](#)

1 1 1

December 2025

### Google Ad Campaign Results

**1,302**

Impressions

**302**

Visits to Website

**23.20%**

Click Thru Rate

### Facebook Ad Campaign Results

**24,387**

Impressions

**8,531**

Reach

**22**

Website Purchases

**5,997**

Impressions

**4,618**

Reach

**157**

Landing Page Views